



Beartooth Highway Receives \$25,000 from Scenic Byway Program



Montana's officially designated All American Road—The Beartooth Highway, connecting Red Lodge and the Northeast Entrance to Yellowstone National Park near Cooke City—was awarded \$25,000 earlier this summer to support corridor

management efforts. The funds were awarded from the Federal Highway Administration's National Scenic Byway Discretionary Funds. The National Scenic Byways Program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States.

The federal grant will be used by the Friends of the Beartooth All-American Road, a corridor management group with representatives from Red Lodge and Cooke City; Cody, WY; U.S. Forest Service representatives from the Custer, Gallatin and Shoshone National Forests; the Beartooth and Northern Rocky Mountain Resource Conservation and Development districts; Montana and Wyoming Departments of Transportation; and the Montana Promotion Division.

The grant will fund the implementation of the Beartooth Highway Scenic Byway Corridor Management Plan in Montana and Wyoming. **The corridor management group will use the funds in four ways:**

1. Building the administrative capacity of the byway.
2. Facilitating byway project design and implementation.

3. Marketing the byway.
4. Securing byway project funding and the means to maintain these projects into the future.

For information on the Beartooth Highway All American Road, visit the website at <http://www.byways.org/browse/byways/2281/index.html>

Film Office Helping to Fund Arts Fest

The Montana Film Office is lending sponsorship to the first annual Hatch audiovisual arts festival,

a convergence of top film industry mentors and student filmmakers from around the world. Peter Fonda, Jeff Bridges, and director John Dahl,

a Montana native, have been invited to participate in Hatch, scheduled for September 9-12 in Bozeman. The festival will also feature the North American premiere of "The Great Raid," the story of a World War II rescue mission starring Benjamin Bratt and Joseph Fiennes and directed by Dahl. Dahl's earlier works include "Red Rock West," "The Last Seduction," and "Rounders."

Other invited participants include Rick Schroder, the actor known for roles on television's "NYPD" and "Lonesome Dove;" Livingston Renaissance man Russell Chatham; and William Hjortsberg, the screenwriter who wrote "Angel Heart." Bridges is scheduled to present Fonda with the Gary Cooper Spirit of Montana award for his contributions to the arts.

Hatch has been billed as a mentorship program in which future filmmakers, musicians and artists get to talk shop with

film industry professionals. The top film schools from the Czech Republic, Russia, India, Ireland, England, Australia, Canada, and the U.S. are sending their best student films and their best student filmmakers to compete for scholarships and top prizes. Winners of the student competitions will listen as their works are analyzed and discussed in a screening room by celebrity hosts and industry professionals.

Other supporters of Hatch include the Montana Arts Council, the Downtown Bozeman Partnership/Association, BMI Music, Fonda, Schroder and Dahl. For information on the festival, visit montanafilm.com/hatch.



Two New Council Members Appointed

Governor Judy Martz has appointed two new members to the Tourism Advisory Council (TAC). They are Carl Kochman of Helena, former CEO of Wendt Kochman and a past chair of the TAC, and Jay Robson of Missoula, general manager of Dollar Rent-A-Car for northwest Montana. As most of us know, the TAC advises the governor on tourism matters, makes recommendations to the Promotion Division, and oversees distribution of funds to our tourism regions and CVBs as well as the tourism research projects of the Institute for Tourism and Recreational Research. Debbie Donovan's term ends this year and the Promotion Division would like to express our appreciation for her work. Donovan, Valley County Extension agent from Larshan, was a contracted trainer in the Superhost Program and helped launch the Teens In Tourism training program, in which she provides tourism curriculum training to high school teachers and administrators across the state. The curriculum introduced high school stu-

dents to the role of tourism in the state economy and career opportunities, and involved them in local tourism-related projects. About a dozen schools in the state have received Teens In Tourism curriculum training, according to Victor Bjornberg, tourism development coordinator.

state agency web sites and the state's home site, www.discoveringmontana.com.

Sharing the Job at Flathead CVB

When she was the executive director for the Flathead Convention and Visitor Bureau, Carol Beck Edgar had more than enough work to go around. She decided to share it. The bureau's board recently hired an executive director, who will work half-time while Edgar continues as the bureau's communications director, also on a half-time basis.

Dawn Stoick, who grew up in the Flathead Valley and has worked for the past seven years with Flathead Travel/Montana Tour and Travel in Kalispell and Whitefish, recently started in the half-time executive director position. Edgar was hired in December 1998 as communications director. In October 1999, she took on the additional duties of executive director.

"The job was suffering from mission creep," Edgar says. "Basically when you're in the office, there's all sorts of things tearing at you besides the things you're supposed to do. Now Dawn will be working with the membership, handling all of the TAC paperwork, administration, the budgets, and all of that. She will have the administrative side. I will be doing the public relations." Stoick will also serve as a liaison to the Tourism Advisory Council and work with Montana's six tourism regions, numerous CVBs and Chambers of Commerce. The FCVB board hopes that with increased funding Stoick's position could become full-time.

Stoick is a graduate of the University of Alaska and worked in the insurance industry in Alaska before she and her husband returned to the Flathead Valley to raise their three children.



Carol Edgar



Dawn Stoick

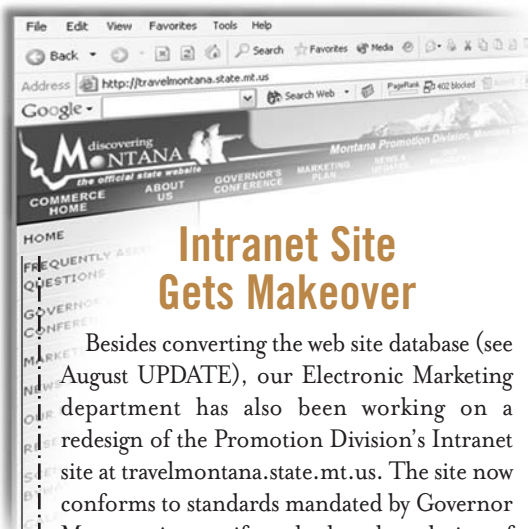
Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

September

- 1-6 Popular Photography Mentor Series, West Yellowstone
- 8-9 Affordable Meetings National Conference, Washington, D.C.
- 9-12 HatCh Audiovisual Arts Festival, Bozeman
- 28-30 Incentive Travel & Meeting Executives, Chicago

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



Intranet Site Gets Makeover

Besides converting the web site database (see August UPDATE), our Electronic Marketing department has also been working on a redesign of the Promotion Division's Intranet site at travelmontana.state.mt.us. The site now conforms to standards mandated by Governor Martz to give a uniform look to the web sites of all state agencies and offices. More importantly, the site is now easier to navigate. All of the pages have been standardized, with a "Discover Montana" logo showing an image of Lewis and Clark. Drop-down boxes facilitate getting information on Promotion Division programs, on our annual Governor's Conference, and other aspects of division business. New content has been added and outdated information has been removed. We feel it gives Montana's tourism industry better access to information about the division as well as the Department of Commerce. Users can also link easily to other



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